

# SHOW YOUR KIDS SOME RESTRAINT



in  
the

BELT

EVERYTIME

TRW

## A FEW IMPORTANT FACTS:

- ▣ Motor vehicle crashes are the leading cause of death for Arizona children and adolescents
- ▣ In 1995, 80 Arizona children under age 14 died, and another 7,000 were injured, as a result of motor vehicle crashes
- ▣ Unrestrained children under five years old involved in a collision in Arizona had a fatality rate nearly 20 times higher and suffered three times more injuries than properly restrained children

## IN THE BACK. IN THE BELT EVERY TIME.



It's the safest place for children in vehicles.

- ▣ Babies in rear-facing infant seats should be placed in the back seat – **never** place an infant or a child in the front seat of a vehicle with a passenger-side air bag
- ▣ Children under five must always ride securely fastened in a safety seat appropriate to their size – it's the law
- ▣ All children twelve years and younger should be securely fastened in an age and size appropriate restraint in the back seat
- ▣ The safest place for all children is in the back, buckled-up

For more information and referrals about driver and passenger safety, contact the Arizona Governor's Office of Community and Highway Safety at (602)255-3216.

\* Statistics for 1995 are the latest compiled by the Arizona Department of Transportation.



## Arizona Talks Back

In the back. In the belt. Every time.

The Arizona Talks Back Campaign is a Coalition of:  
The Governor's Office of Community and Highway Safety  
Barrow Neurological Institute®  
and TRW Vehicle Safety Systems